

FDA Risk Communication Advisory Committee
FDA White Oak Campus, 10903 New Hampshire Ave., Bldg. 31,
Conference Center (rm. 1503), Silver Spring, MD
November 8-9, 2010
AGENDA

November 8, 2010

8:00 Call to Order

8:05 Conflict of Interest Statement - Designated Federal Officer

8:10 Introductions of Committee Members

8:20 FDA Welcome, Meeting Overview, and SPRC Update - Nancy M. Ostrove, Ph.D.
Director for Risk Communication

9:00 Transparency Task Force Update – Afia Asamoah, JD, MPP
Special Assistant to the Principal Deputy Commissioner

9:30 FDA Welcome and Goals for the Session
Sharon Natanblut – Senior Advisor for Strategic Communications

Shell Egg Outbreak: View from FDA
Jeff Farrar, DVM, MPH, Ph.D. – Associate Commissioner for Food Protection

Message Received – Insights from the Consumer Perspective
Shell egg outbreak as the most recent learning moment about the challenges and responsibilities consumers face during an outbreak and recall
Nancy Donley, Board President, Safe Tables Our Priority (S.T.O.P.)

10:15 Break

10:30 Latest Shell Egg Recall as a Learning Moment for Risk Communications
Robert Blendon, Sc.D., Senior Associate Dean for Policy Translation and Leadership Development; and Professor of Health Policy and Political Analysis
Harvard School of Public Health

Views from the Newsroom: What does a Reporter Want to Know in an Outbreak?
Lawrence K. Altman, M.D., Fellow
Woodrow Wilson International Center for Scholars, Washington, DC

Shell Egg Outbreak: View from the Field
Dara A. Corrigan, Associate Commissioner for Regulatory Affairs
David K. Elder, Director, Office of Regional Operations

12:00 Lunch (on your own)

1:00 Open Public Hearing

- 2:00 Committee Discussion**
- 3:15 Break**
- 3:30 Committee Discussion, continued**
- 5:00 Adjourn for the day**

November 9, 2010

- 8:00 Call to Order and Conflict of Interest Statement**
- 8:05 Introductions of Committee Members**
- 8:20 General overview**
- 8:30 Communication and Devices Prescribed for Home Use: FDA's Home Use Medical Device Initiative**
 - Mary Weick-Brady, MSN, RN, Senior Policy Analyst
 - Center for Devices and Radiological Health
- 9:15 Committee Questions and Discussion**
- 10:15 Break**
- 10:30 Open Public Hearing**
- 11:30 Committee Discussion** (Lunch TBD but will be on your own)
- 2:00 Adjourn**